System And Method For Ranking Items

Abstract of the Disclosure

A system and method for ranking items is disclosed. In one embodiment, the items constitute offerings offered by at least one on-line vendor. The system includes a ranking module that estimates the likelihood that a user will select the offerings and the likelihood that the user will purchase the items offered in the offerings. Based on this information, the ranking module calculates the expected revenue to be generated by the offerings. The ranking module then ranks the offerings relative to one another so as to increase income received by the system administrator.

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